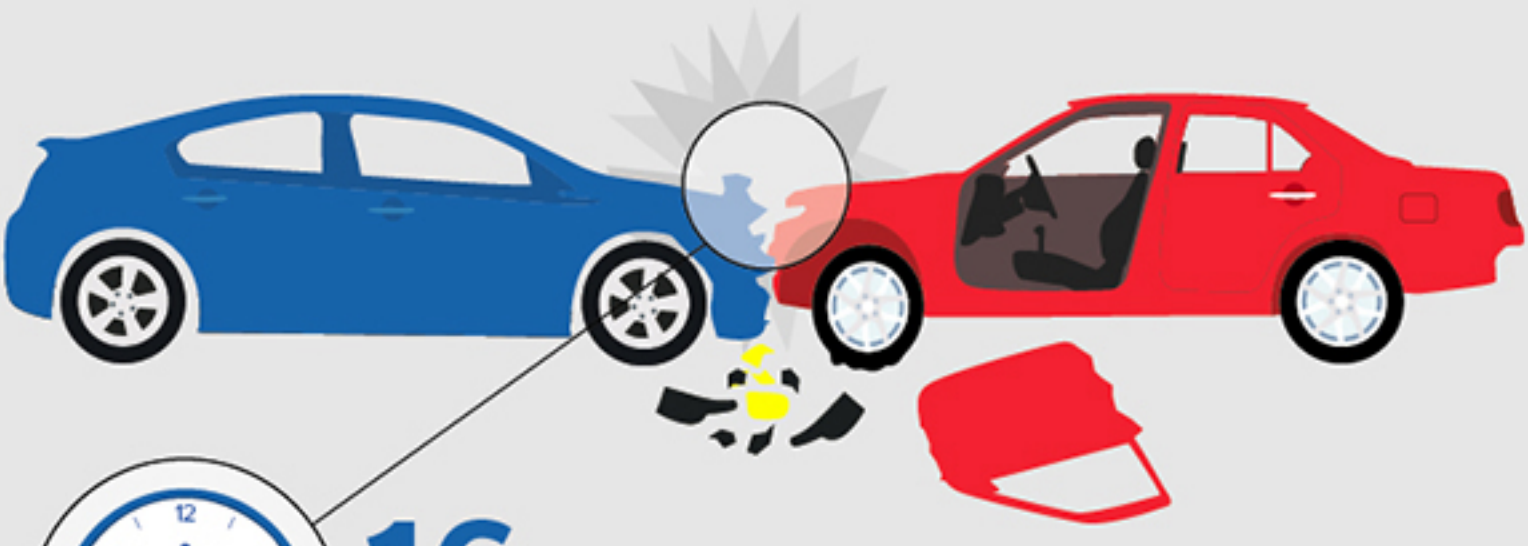
# LOOK BOTH WAYS!

FARMERS INSURANCE

**Accidental injury is the 5th most common cause of death in the U.S.**[1]—but you can't let that keep you from living your life.

## GETTING AROUND



**16 Min**

**1 person every 16 minutes** is fatally injured in a motor vehicle accident.[3]

**12 pedestrians each day** are killed after being hit by a car.[4]

**700+**

**bicyclists die in collisions with motor vehicles each year,** accounting for 2% of all vehicle collision-related fatalities.[4]

## AROUND THE HOUSE

**48%** of unintentional fatal injuries occur in the home.[5]

**1 in 1,418**

Chances of unintentional death from exposure to fire or smoke[6]

**1 in 12,174**

Chances of unintentional death from electrocution[6]

## STAYING FIT

**Sudden cardiac death strikes:**

**1 in 1 million**

male endurance athletes[7]

**1 in 2 million**

female endurance athletes[7]

## THE GREAT OUTDOORS

Drowning is the

**No. 5**

cause of unintentional death.[8]

**2 out of 3**

lightning-related deaths occur during outdoor recreation.[9]

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SOURCES

cdc.gov/nchs/fastats/accidental-injury.htm [1]
farmers.com/life-insurance/accidental-death-insurance/ [2]
http://www-nrd.nhtsa.dot.gov/Pubs/811392.pdf [3]
http://www.pedbikeinfo.org/data/factsheet_crash.cfm [4]
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http://www.dailymail.co.uk/health/article-2394572/Men-20-TIMES-likely-die-exercise-woman.html [7]
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